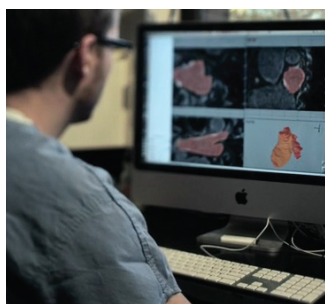


U of U — USU collaboration tackles cardiac killer

A big heart problem, ripe for an innovative solution



Atrial fibrillation is the most common heart rhythm disorder. Implicated in 66,000 deaths a year in the U.S. alone, it may account for up to \$14.6 billion in healthcare costs. Traditional treatments, like anti-arrhythmic drugs to restore normal heart rhythm, have low success rates. As a result, health care companies, insurers, and industry are seeking more effective and reliable approaches to treat “afib.”

Collaboration between U of U and USU

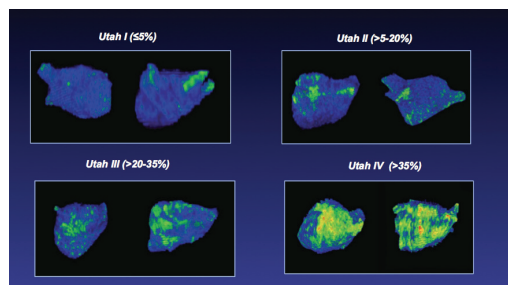
U of U and USU researchers, under the direction of Dr. Nassir Marrouche, have developed a simple but effective solution that utilizes MRI scanning and imaging software to detect “afib” and categorize patients for optimal treatment protocols. However, more study is needed to determine the most effective surgical, cell therapy, biomedical device and pharmaceutical treatments. Following Dr. Marrouche’s successful Technology Commercialization Grant in 2010, the USTAR Governing Authority approved additional funding to expand research and commercialization efforts in March 2011. This includes close collaboration at both universities in a wide range of biomedical disciplines.



Commercializing the cardiac solution

This joint university collaboration will provide a research solution for investigators in other parts of the country, particularly the device and pharma industry, as

well as other universities. In addition, the basic research Dr. Marrouche’s team is undertaking holds great promise for generating new U of U and USU companies. In fact, two U of U companies are currently in development to commercialize imaging and software technology.



“This innovation is extremely important, particularly as our population ages. The team’s research has the potential to generate considerable business supporting other national researchers, as well as generating new companies.”

- Dinesh Patel
USTAR Governing Authority chair

Innovation-based economic development

Impact: The University of Utah and Utah State University are combining strengths to solve a problem of worldwide scope.

USTAR focus areas:

1. Diversify Utah’s economy with high quality jobs
2. Build Utah’s innovation infrastructure
3. Recruit & grow world-class research talent
4. Commercialize technology and promote innovative entrepreneurship statewide

more info

visit <http://newmedia.innovationutah.com>
contact Ted McAleer, Executive Director
(801) 538-8709 tmcaleer@utah.gov